

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL:</b>	BUSINESS AND ECONOMICS		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>DIVISION</b>	TOURISM AND HOSPITALITY MANAGEMENT		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	<b>3107414</b>	<b>SEMESTER OF STUDY</b>	4
<b>COURSE TITLE</b>	PUBLIC RELATIONS IN TOURISM		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures and Workshops		4(2L+2W)	4
<b>COURSE UNIT TYPE</b>	Special Background Course		
<b>PREREQUISITES :</b>			
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	GREEK		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	YES		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://moodle.teipir.gr/course/info.php?id=494">http://moodle.teipir.gr/course/info.php?id=494</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>It is a main introductory course to communication policies of contemporary tourism businesses and society. The content of the course aims to introduce students to the basic concepts and methods of public relations in tourism businesses.</p> <p>Upon successful completion of the course students will be able to:</p> <ol style="list-style-type: none"> <li>a) Recognize the theoretical and applied framework of public relations as a science and a professional practice.</li> <li>b) Evaluate the role and functions of public relations as a mean of communication in tourism and promotion in modern tourism organizations.</li> <li>c) Understand the role of public relations as a discipline concerning communication, management, human resources management, marketing, means of communication and new technologies especially in tourism.</li> <li>d) Gain international perspectives of public relations practice.</li> <li>e) Understand and handle the key processes involved in public relations and advertising in tourism businesses, such as research, planning, strategy and evaluation.</li> <li>f) Reinforce the basic concepts of effective public relations in tourism.</li> <li>g) Understand of the theory and use of methods and techniques of public relations in tourism enterprises required for the promotion of tourism businesses (accommodation, restaurants, food sector, conferences and events facilities, travel agencies, etc.)</li> <li>h) Develop a public relations campaign in tourism.</li> <li>i) Organize special tourist events (conferences, exhibitions, international meetings, etc.)</li> </ol>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>- Individual work</li> <li>- Teamwork</li> </ul>

- Adapt to new situations
- Decision making
- Promotion of free creative thinking

### 3. COURSE CONTENTS

The course is organized around topics such as:

- ◆ Public relations (Historical review, general overview of the practices of public relations, tools and techniques of public relations /Visual, Audio, Audiovisual, forms of organizing public relations, public relations' personnel)
- ◆ Public relations and communication in tourism
- ◆ Particularities of PR and communication in tourism
- ◆ Public Relations in tourism and Media
- ◆ Methods and techniques of PR in tourism
- ◆ Public Relations in private sector and in public tourism body (Ministry of Tourism, GNTO, SETE, etc)
- ◆ Contemporary issues of PR and communication in Tourism (travel advisories and PR, crisis management etc.)
- ◆ Organization and event management in tourism (conferences, exhibitions, special events, etc.)
- ◆ Public Opinion Research in tourism
- ◆ Deontology and ethical code of public relations.

### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-Class	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the e-class platform.	
<b>TEACHING METHODS</b>	<b>Method description</b>	<b>Semester Workload</b>
	Lectures	26
	Workshops, presentation of Case Studies, class discussions	26
	Preparation of Group Project	16
	Preparation of Individual Project	18
	Independent and Directed Learning	20
	<b>TOTAL</b>	<b>106</b>
<b>ASSESSMENT METHODS</b>	<b>I. Final Examination (70%) (Summative Evaluation) includes:</b> <ul style="list-style-type: none"> <li>- Short answer questions</li> <li>- Topics for elaboration</li> <li>- Problem solving (issues concerning public relations strategy)</li> </ul> <u>Evaluation Objective:</u> To understand the fundamentals of the course. <u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and	

	<p>critical evaluation.</p> <p><b>II. Group Project (10%) (Summative Evaluation)</b>  A team project will be assigned and presented after completion of the lectures. Students will work together in teams to develop a public relations campaign or the planning of a congress.  <u>Evaluation Objective:</u> Examination of students' progress in relation to learning outcomes, of teamwork spirit and communication skills.  <u>Evaluation Criteria:</u> Critical knowledge, teamwork skills, quality of work, communication skills.</p> <p><b>III. Individual Project (20%)</b>  A written research assignment will be assigned concerning the structure of the public relations department of a particular organization in the private or public sector.  <u>Evaluation Objective:</u> Examination of students' progress in relation to learning outcomes, feedback and fine tuning of the course lectures, examination of students' research skills.  <u>Evaluation Criteria:</u> Quality of written and verbal presentation, quality of content, organization and quality of writing, together with the clarity and organization of their presentation.</p>
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## 5. RESOURCES

- *Recommended Book and Journal Article Resources:*

**Book resources:**

- Lytras, P. (2008). *Public Relations and Communication in Tourism*, ed. Interbooks, Athens (in Greek).  
Magnisalis Kostas, (2002), *Public Relations / Theory and techniques of relations with the public*, Interbooks Publishing (in Greek).  
Mantas N., Koutroumanos K. (1992), *Introduction to Public Relations*, Synchroni Ekdotiki Publishing (in Greek).  
Koutroupis Th. (2004), *Practical Guide of Public Relations*, Sakkoula Publishing (in Greek).  
Papalexandri N., (2001), *Public Relations*, Benou Publishing (in Greek).  
Panigyrakis G., Ventoura-Neokosmidi Zoi N., (2001), *Contemporary Management of Public Relations*, Benou Publishing (in Greek).  
Wragg D., (1992), *Public Relations Handbook*, Cambridge, MA, Blackwell.